

CLAIMS

WHAT IS CLAIMED IS :

1. A method of maintaining a memorial site on a funeral home web site, comprising: (a) providing for the posting without charge of a memorial page on a funeral home web site, the
5 memorial page corresponding to a deceased individual, the memorial page including a photograph of the deceased individual and identifying text; (b) providing for a payment option symbol on the memorial page or on a different web page linked to the memorial page, such that the payment option symbol can be activated to provide one or more payments for maintaining the memorial page.

10 2. The method of claim 1 wherein the payment option symbol includes a hyperlink or a button directing the viewer to a payment page including one or more fields for inputting credit card information to provide payment for maintaining the memorial page.

15 3. The method of claim 1 wherein the payment option symbol is located on the memorial page and invites the viewer to pay to maintain the memorial page as a tribute to the deceased individual or as a gift to the family of the deceased.

20 4. The method of claim 1 wherein the different web page linked to the memorial page is a guest register page or a condolences page, by which a guest to the memorial page is able to (a) register his or her visit to the memorial page or transmit condolences to the family and (b) activate the payment option symbol.

5. The method of claim 1, additionally comprising receiving information relating to the deceased individual by facsimile and inputting some or all of the received information on the memorial page prior to posting the memorial page.

25 6. The method of claim 5 wherein the received information is transmitted by facsimile from the funeral home to an external location where the information is inputted and the memorial page is posted.

7. The method of claim 1 in which either (a) the funeral home posts the memorial page without charge or (b) an outside entity posts the memorial page for the funeral home without charge.

8. The method of claim 1 in which the identifying text includes the obituary of the deceased individual.

9. The method of claim 1 in which payment for maintaining the memorial page is made to an entity other than the funeral home.

10. A method of maintaining a memorial site on a funeral home website, comprising: (a) preparing a memorial site corresponding to a deceased individual; (b) posting the memorial site for viewing on a funeral home website for a first predetermined time period; (c) transmitting a request for payment to extend posting of the memorial site for a second predetermined time period beyond the first predetermined time period; and (d) extending the posting of the memorial site for the second predetermined time period.

11. A method of maintaining a funeral home website, comprising: (a) posting a memorial site for on-line viewing on the funeral home website; (b) transmitting a request for payment after the memorial site is posted; (c) deactivating the memorial site in the event payment is not received; and (d) extending the posting of the memorial site in the event payment is received.

12. A method of maintaining a funeral home website, comprising: (a) posting a first memorial site corresponding to a deceased individual for on-line viewing of the first memorial site on the funeral home website; (b) transmitting a request for payment after the first memorial site is posted but not before the first memorial site is posted; (c) posting a second memorial site corresponding to the same deceased individual in the event the requested payment is received, wherein the second memorial site has either substantially the same or additional content as the first memorial site; and (d) deactivating the first memorial site in the event the requested payment is not received.

13. The method of claim 10 wherein the memorial site is posted on the funeral home website for the first predetermined period of time at no charge to the family of the deceased individual.

14. The method of claim **10** wherein the memorial site posted on the funeral home website for the first predetermined period of time includes a narrative containing a personal history of the deceased individual and at least one photograph

5 15. The method of claim **14** wherein the narrative containing a personal history of the deceased individual is more extensive than the personal history contained in that individual's newspaper obituary.

10 16. The method of claim **10**, wherein the memorial site posted on the funeral home website for the first predetermined period of time includes two or more photographs that include the deceased individual.

17. The method of claim **10**, wherein the request for payment is transmitted via email.

15 18. The method of claim **10**, wherein the request for payment is transmitted via email to a user entering his or her name on the Guest Book.

19. The method of claim **10**, wherein the request for payment is transmitted via email to a user entering information using the Condolences field.

20 20. The method of claim **10**, wherein the request for payment is transmitted via email to a Family Member.

25 21. The method of claim **10**, wherein the memorial site is deactivated after the predetermined time period in the absence of payment.

22. The method of claim **10**, additionally comprising the step of receiving payment.

23. The method of claim **22**, wherein payment is received electronically.

24. The method of claim **22**, wherein payment is received by transmission of credit card
5 information.

25. The method of claim **10**, wherein the memorial site is deactivated after the first
predetermined time period in the absence of payment, additionally comprising providing data
symbolic of time remaining for the memorial site to be deactivated.

10 26. The method of claim **25** wherein the data symbolic of time remaining for the memorial
site to be deactivated includes a number representing the days left before the memorial site is to
be deactivated or a number representing the date the memorial site is to be deactivated.

15 27. The method of claim **25** wherein the providing of data symbolic of time remaining for the
memorial site to be deactivated is maintained automatically.

28. The method of claim **27** wherein the providing of data symbolic of time remaining for the
memorial site to be deactivated is maintained by a system that includes a time clock.

20 29. The method of claim **10**, wherein the first predetermined time period is 30 days, 60 days,
or 90 days.